

## FOR IMMEDIATE RELEASE

### **PPG and Younger Optics at MIDO present the “Lens Materials for the 21st Century”**

A great number of opticians and optical trade professionals have shown great interest for the outstanding characteristics of Trivex™, and Trilogy™ lenses illustrated during the seminar that has taken place in Milan on Friday, May 6<sup>th</sup> at the Enterprise Hotel. The event has been organized by PPG in partnership with Younger Optics.

Guest speakers have included Professor Mo Jalie, Visiting Professor in Optometry at the University of Ulster, presenting his latest research on lens materials; Robin Snyder, PPG Marketing Manager, highlighting the performance of Trivex™ as a lens material; and, Mr. Igor Loshak, discussing the benefits of Younger’s Trilogy™ lenses.

Trivex™ is an innovative new lens material by PPG Industries that was granted the Optical Laboratories Association Award of Excellence in the ‘Best Lens Material’ Category in 2001 and that meets a wide range of needs for spectacle lenses wearers in the 21st century. Trivex™ offers a triple combination of features never before found in a single material: superior optics, impact resistance and ultra-light weight. Moreover, it has been formulated for processing with standard tooling and machinery and is compatible with many tints, and scratch resistance and anti-reflective coatings.

With more than 50 years of experience engineering and producing optical monomers and coatings, PPG is the world's largest producer of optical grade monomers used in the manufacture of ophthalmic lenses and uniquely positioned to be a leader in the ophthalmic lens industry.

PPG’s extensive line of optical monomers and coatings products also includes CR-39® monomer. Developed by PPG nearly 60 years ago, CR-39® monomer was the first plastic resin to be used in the manufacture of ophthalmic lenses and continues to be the leading lens substrate in the world.

Based in Monroeville, Pennsylvania (USA), PPG Industries is also part of the manufacturing process in a broad range of industries. With value-added products, expert people, and unique resources PPG supports industrial clients in chemicals, coatings, manufacturing, processing and packaging.

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